

TIRC

Confidential for Members

PR No. 17-60

INFORMATIONAL MEMORANDUM

April 27, 1960

Re: American Cancer Society Statement in A.M.A. Journal

For your information, there is attached a statement published in a recent issue of the Journal of the American Medical Association setting forth the American Cancer Society's latest statement regarding cigarette smoking and cancer. ("Statement of American Cancer Society on Cigarette Smoking and Lung Cancer")

This is a slightly revised version of a draft statement considered by the A.C.S. Board of Directors last fall and sent to you November 17, PR No. 78-59. The new version differs somewhat in wording but not in content.

Practically no publicity has been seen on this, although copies were distributed to the press following its publication in the A.M.A. Journal.

It is understood that prior to adoption of the statement by the A.C.S. Board of Directors this year, some opposition to the action was expressed, on the grounds that the statement contained nothing new.

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, N.Y.

cc: Tobacco Institute and TIRC Members
Public Relations Representatives
Legal Representatives
Community Relations Committee

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